

## rhode island manufacturers association



**challenge:** The Rhode Island Manufacturers Association (RIMA) represents 215 manufacturing companies and some 35,000 Rhode Island employees. With member companies experiencing insurance premium increases of 15%-20% per year, RIMA engaged Advocacy Solutions to push for meaningful reform of Rhode Island's healthcare market.

**solution:** Working closely with RIMA and key legislators, Advocacy Solutions authored and introduced legislation that would create a state health insurance commissioner and require the state's dominant health insurer to be more transparent about its rate setting practices. To push through these major reforms to Rhode Island's healthcare market, Advocacy Solutions:



- ▣ Prepared testimony for RIMA leaders and directly lobbied lawmakers.
- ▣ Launched an electronic advocacy portal ([www.RIManufacturers.com/Advocacy/](http://www.RIManufacturers.com/Advocacy/)) for RIMA members to learn more about the issue and to contact their legislators. Over the course of the five month campaign, Advocacy Solutions mobilized 500 members to generate 1,600 emails, letters, and faxes to 90 legislators and the governor.
- ▣ Engaged businesses, healthcare groups, and other natural allies to support RIMA's reform package.

**result:** Both RIMA-sponsored healthcare reform bills passed the legislature and became law.